

# EMPLOYMENT OPPORTUNITY

## CITY OF LONGBEACH



### PROGRAM SPECIALIST-CITY MANAGER (COMMUNICATION SPECIALIST)

#### CITY MANAGER DEPARTMENT

*The City of Long Beach is seeking a detail-oriented, organized professional who is experienced in communications, social media, and website and graphic design.*



## THE COMMUNITY

Ideally located on the Pacific Ocean, south of Los Angeles, adjacent to Orange County, the City of Long Beach, California (population 462,257), is frequently described as a series of strong, diverse, interwoven, smaller communities within a large city. Enjoying an ideal Southern California climate, Long Beach is home to an abundance of cultural and recreational options. The Long Beach Convention Center, Aquarium of the Pacific, Queen

Mary and the annual Toyota Grand Prix of Long Beach, plus a wide variety of other attractions (two historic ranchos, three marinas, and five golf courses), serve to draw six million visitors a year. The City is also home to California State University, Long Beach and Long Beach City College. Cal State Long Beach is the second largest university in the state and has consistently ranked among the top best-value public colleges in the nation. Serving the K-12 student population, the Long Beach Unified School District consistently ranks among the Top 10 urban school districts in the country. Covering approximately 50 square miles, Long Beach is supported by a wide mix of industries with education, health and social services, manufacturing, retail trade, and professional services comprising the highest representation. While it offers all the amenities of a large metropolis, many say Long Beach has the added benefit of having maintained a strong sense of community and cohesiveness despite its size. Long Beach is the seventh largest city in California and celebrates its vibrant diversity. The City has the following ethnic breakdown: 40.8 percent Hispanic, 29.4 percent White, 13.0 percent Black, 12.6 percent Asian, and 4.2 percent all other ethnicities. A superb climate, quality schools, vibrant downtown and a wide variety of neighborhoods help make Long Beach one of the most livable communities in the country.

## CITY GOVERNMENT

Long Beach is a full-service Charter City governed by nine City Council members who are elected by district. The Mayor is elected at-large. Elected officials also include the City Attorney, City Auditor, and City Prosecutor. Elected officials are subject to a two-term limit, which allows them to serve for a maximum of eight years. The City Council appoints a City Manager to oversee the administration of all City departments, excluding those under the direction of a separately elected official, Board or Commission. In addition to its traditional services, Long Beach maintains one of the world's busiest seaports, which serves as a leading gateway for international trade. The City also has its own full-service commercial airport and Gas & Oil Department and is one of the only three cities in California with its own Health Department. Long Beach is supported by a total FY 2015-16 budget of approximately \$2.7 billion, with the General Fund budget totaling \$427 million. More than 5,900 full- and part-time employees support municipal operations with the majority being represented by nine employee associations.



## CITY MANAGER DEPARTMENT

The City Manager's Office has 50 employees focusing on City Council support, executive management, intergovernmental relations, public affairs, special events/filming, Citizen Police Complaint Commission objectives, Tidelands capital/improvement projects, Innovation Team initiatives and sustainable solutions. The mission is to implement programs in accordance with City Council policies, the City Charter and Municipal Code, while providing leadership for effective delivery of services to the community.

## THE POSITION

The Program Specialist-City Manager (Communication Specialist) is an at-will, non-management level position that works under the general direction of the Public Affairs Officer in the Communications Division. The position will assist with the operation of the Communications Division and interface with individuals at all levels of the City's organization, including elected officials. Responsibilities of the position include but are not limited to:

- Strategizing, managing, and posting on all social media and the City's website.
- Researching analytics for all social media.
- Ensuring the City stays up-to-date with new media and trends, apps and updates.
- Advising departments on social media best practices.
- Assisting with press releases, media advisories, press alerts, and media inquiries.
- Providing assistance on event planning, including developing talking points, event agendas, and online media strategies.
- Helping with graphic design and management of the City brand.
- Assisting with the development of guidelines, written documents, brochures, flyers, marketing materials, and other communications to the public.
- Helping coordinate photo operations, archives, usage, digital and qualitative elements in regards to the City's visual identity.
- Performing other duties as assigned.

## THE IDEAL CANDIDATE

The ideal candidate must be a highly organized professional experienced in communications, social media, and website and graphic design. The candidate needs to be a detail-oriented, hands-on communicator capable of handling multiple deadlines in a fast-paced environment, while maintaining effective working relationships at all levels of the organization.

### **Minimum Qualifications**

Graduation from an accredited university or college with a Bachelor's degree in Public Relations, Journalism, Communications, English, Public Affairs, Public Administration or a closely related field; and have at least five years recent, progressively responsible experience serving in a communications capacity, and managing digital communications; and possess a valid California Driver License.

### **Desirable Qualifications**

Experience working in the public sector and with elected officials on communications, press releases, social media platforms, smart phone apps, technological advances, website and graphic design, and analytics research to inform best practices.

#### **Professional Attributes:** The attributes that best describe the new Program Specialist - City Manager:

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| ▪ Highly organized, multi-tasker                       | ▪ Ethical with a high level of integrity         |
| ▪ Creative, innovative thinker                         | ▪ Embraces ideas and contributions from others   |
| ▪ Self-motivated and self-directed                     | ▪ Dedicated to quality service                   |
| ▪ Strong technical skills with digital media           | ▪ Exercises good judgment                        |
| ▪ Good communicator with superior interpersonal skills | ▪ Results oriented with a "get it done" attitude |



## SALARY + BENEFITS

This is a non-management level position. The salary is commensurate with work experience and qualifications. The City's compensation package also encompasses an attractive benefits package that includes:

- **Retirement** – City offers CalPERS with a benefit of 2.5% @ 55 for Classic members or 2.0% at 62 for new members as defined by PEPR, subject to the limitations set by PERS. Employee pays the employee portion. The City also participates in Social Security.
- **Vacation** – Twelve (12) days after one year of service; 15 days after four years, six months of service; 20 days after 19.5 years of service.
- **Sick Leave** – One day earned per month; unlimited accumulation; conversion upon retirement to cash credit toward health and/or dental insurance premiums, or to pension credits.
- **Holidays** – Nine designated holidays per year, plus four personal holidays to be used at the employee's discretion.
- **Health Insurance** – Two plans are available: one HMO, and one PPO plan. The City pays major portion of the premium for employee and dependents depending on the health/dental plan selected.
- **Dental Insurance** – Two dental plans are available for employees and dependents.
- **Life Insurance** – Term life insurance policy available to purchase.
- **Deferred Compensation** – Available through ICMA Retirement Corporation.
- **Mileage Reimbursement**—Mileage reimbursed at the IRS standard rate for employees who drive their personal vehicle in the course of employment.

## APPLICATION PROCESS

This recruitment will close at **4:30 p.m. on Friday, July 29, 2016**. To be considered for this opportunity, applicants must submit an online application, including resume and cover letter, that reflects the scope and level of their current/most recent positions and responsibilities. In addition, the application needs to include three professional references, salary history and a response to each of the supplemental questions. Online applications can be filed at <http://agency.governmentjobs.com/longbeach/default.cfm>.

The most qualified applicants will be invited to participate in further selection procedures. Incomplete applications or candidates who do not meet the minimum qualifications for the position will not be considered. Final appointment is contingent upon the successful completion of a thorough reference/background check and a City-provided pre-employment physical.

This information is available in an alternative format by request at (562) 570-6782.

## EQUAL OPPORTUNITY

The City of Long Beach is an Equal Opportunity Employer and values diversity at all levels of the organization.

In support of the City's Language Access Policy, bilingual skills (Spanish, Khmer and/or Tagalog) are desirable for positions interacting with the public.

## SUPPLEMENTAL QUESTIONS

Please submit your written answers to the following questions. Responses are to be no more than two pages per question. Please include your name on all information submitted. The responses submitted will be used as part of the evaluation and selection process for the position.

1. Please describe current best practices for social media engagement and reach.
2. Please provide an overview of what you believe is in the near future (next five years) for social media and how it can be utilized for optimal engagement with the City's residents.
3. Please give an example of a successful issue-oriented campaign you have engaged in with regard to the use of social media and persuasion.